

Message Text

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12

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SUBJ: EMPEROR'S VISIT - ASSISTANCE TO JAPANESE MEDIA

USIAC

FOR IEA

SUMMARY: PURSUANT TO DISCUSSIONS AT CULCON MEETING IN HAWAII USIS HAS DISCUSSED INTERNALLY AND WITH FORMIN PRESS OFFICE WAYS OF ASSISTING JAPANESE NEWSMEN ACCOMPANYING EMPEROR ON U.S. VISIT. ENSURING POSITIVE COVERAGE OF VISIT IS A HIGH PRIORITY AND POST REQUESTS AGENCY SEND BACKGROUND INFO ON EACH STOP IN ITINERARY AND EXPLORE WAYS OF ASSISTING JAPANESE PRESS CORPS DURING VISIT. END SUMMARY.

1. IN LINE WITH DISCUSSIONS AT RECENT CULCON MEETING IN HAWAII AMONG SHERMAN, FORSTER, JONES, KASAGI, ETC., POST HAS DISCUSSED INTERNALLY AND WITH STAFF OF FORMIN PRESS OFFICE THE POSSIBILITIES FOR PROVIDING BACKGROUND INFORMATION TO JAPANESE NEWSMEN WHO WILL ACCOMPANY EMPEROR ON U.S.

2. FORMIN EXPECTS UP TO THREE HUNDRED JAPANESE NEWSMEN TO COVER VISIT--ABOUT ONE HUNDRED WILL ACCOMPANY EMPEROR FROM JAPAN AND REMAINDER WILL GET TO U.S. ON OWN OR BE ASSIGNED FROM PRESS CORPS RESIDENT IN U.S. GREAT MAJORITY OF TOKYO PRESS CONTINGENT ARE LIMITED OFFICIAL USE
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"CITY NEWS" REPORTERS ASSIGNED TO IMPERIAL HOUSEHOLD PRESS CLUB. THEY HAVE LITTLE KNOWLEDGE OF U.S., LITTLE IF ANY OVERSEAS EXPERIENCE, AND VERY LIMITED ENGLISH-LANGUAGE PROFICIENCY. THUS THE BULK OF MEDIA OUTPUT ON

ONE OF MOST HEAVILY COVERED EVENTS IN HISTORY OF US-JAPAN RELATIONS WILL BE PRODUCED BY NEWSMEN NOT PARTICULARLY WELL-PREPARED FOR THE JOB. IT IS OBVIOUSLY IN OUR INTERESTS TO SPARE NO EFFORT TO IMPROVE THE QUALITY OF THIS COVERAGE.

3. FORMIN ALREADY GATHERING FACTUAL MATERIAL ON EACH STOP IN ITINERARY TO USE IN BRIEFING BOOKS FOR OFFICIAL PARTY AND CONCOMITANTLY FOR THE ACCOMPANYING PRESS. FORMIN PRESS OFFICE AGREES THAT EMBASSY COULD USEFULLY PROVIDE PRESS WITH MORE EXTENSIVE INFORMATION, PARTICULARLY THE SORT OF BACKGROUND INFO SUITABLE FOR FEATURE ARTICLES, WHICH IN ABSENCE OF HARD NEWS WILL NECESSARILY CONSTITUTE BULK OF COVERAGE, BOTH BEFORE AND DURING VISIT. WE WOULD APPRECIATE AGENCY'S COLLECTING AND FORWARDING ASAP FACTUAL AND BACKGROUND INFO ON VARIOUS LOCALITIES AND INSTITUTIONS ON ITINERARY. ASSUME THAT MUCH OF THIS HAS BEEN PREPARED FOR EARLIER VISITS OR FOR AGENCY OUTPUT. MATERIAL ON OFF-THE BEATEN-TRACK STOPS ESPECIALLY IMPORTANT. POST WOULD EDIT, TRANSLATE, AND PREPARE FOR DISTRIBUTION HERE, IN COORDINATION WITH FORMIN.

4. POST ALSO URGES THAT AGENCY ASSIGN SEVERAL JAPANESE-SPEAKING OFFICERS TO TRAVEL WITH JAPANESE PRESS PARTY. THEY COULD HANDLE AUTHORITATIVELY QUERIES ABOUT THE U.S. AND ALSO SOLVE QUICKLY ANY ADMINISTRATIVE HASSLES AND THUS MINIMIZE THE POTENTIAL FOR UNINFORMED OR ADVERSE PUBLICITY ARISING FROM NEGATIVE CONFRONTATIONS WITH A STRANGE AMERICAN ENVIRONMENT. FORMIN PRESS OFFICE PLANS TO SEND A NUMBER OF STAFF MEMBERS TO ASSIST, BUT WE FEEL TOO MUCH IS AT STAKE TO LEAVE EVERYTHING TO THEM. (FYI: THEIR ADVANCE TEAM EXPRESSED DISAPPOINTMENT AT THE INSUFFICIENT NUMBER OF USG OFFICIALS ASSIGNED TO HANDLE THE JAPANESE PRESS DURING VISIT.) WE RECOMMEND THAT A JAPANESE-SPEAKING OFFICER BE ASSIGNED TO EACH STOP, THAT HE THOROUGHLY STAKE OUT THE PLACE AND BE PREPARED
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TO HANDLE ANY QUERY OR PROBLEM. POSSIBILITIES INCLUDE BILINGUAL OFFICERS SUCH AS HENRY GOSHO, FRANK BABA, AND YUKI KAWAHARA OR OTHER HIGHLY-QUALIFIED LANGUAGE OFFICERS SUCH AS WARREN OBLUCK, CAROL LUDWIG, BETSY FITZGERALD, ROBIN BERRINGTON, AND PAUL BLACKBURN, ALL OF WHOM WILL BE ASSIGNED TO WASHINGTON AT THAT POINT. GDS.

MILLER

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